

# KITCHENMATE

PRESENTED BY GROUP 3

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# Project Overview

KitchenMate is a user-friendly app that simplifies cooking for home cooks, beginners, and food enthusiasts. It offers a wide range of personalized recipes based on taste, ingredients, and dietary needs, making cooking more enjoyable, efficient, and inspiring for all skill levels.

Exploring creativity



# Background Information

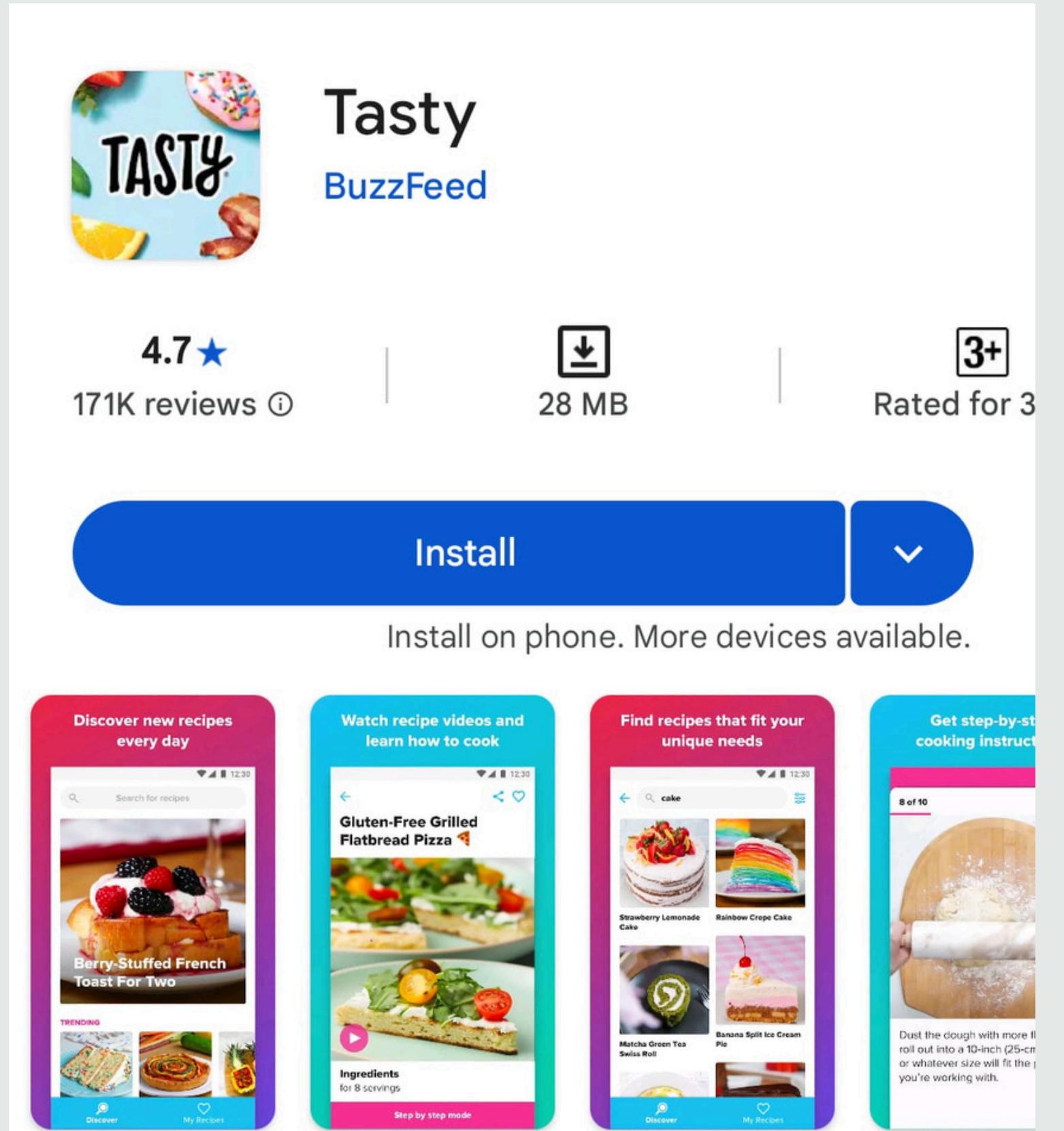
## Struggles

- Difficulty Focusing: Users may lose attention while browsing, making it hard to pick or follow a recipe.
- Time Management Issues: Limited time makes planning and cooking stressful or rushed.
- Decision Fatigue: Too many recipe options without clear filters can overwhelm users.

# Competitor Analysis

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# Strength

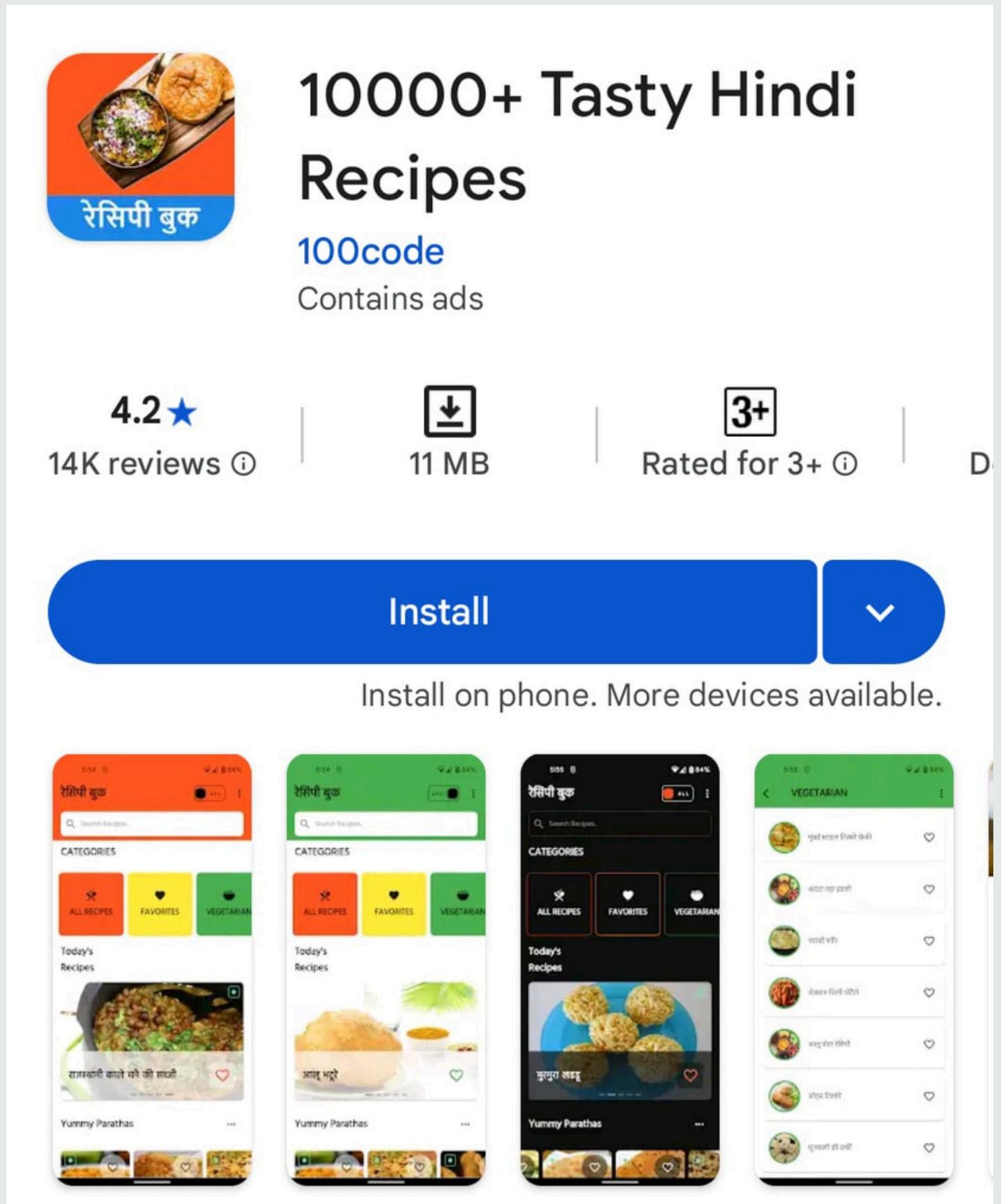
- 'Jump to Recipe' Button Exists
- Clear CTA Button
- Intuitive Navigation
- Visually Engaging

# Weakness

- Poor Search Functionality
- Overwhelming Content
- Ad Placement Issues
- Lack of Indian recipes

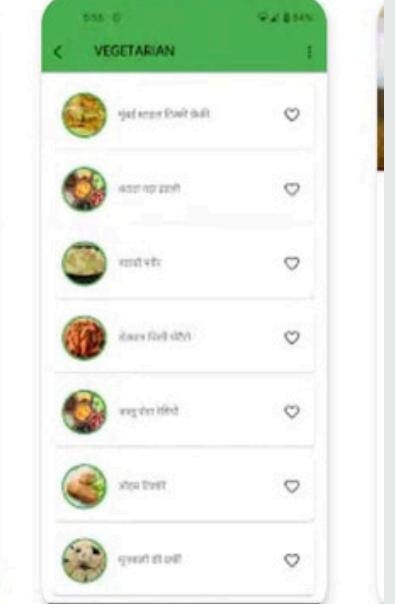
# Strength

- Indian as well as international recipes
- Easy to learn and use
- Its language is in Hindi
- Options to select between veg and non veg
- Tips and tricks

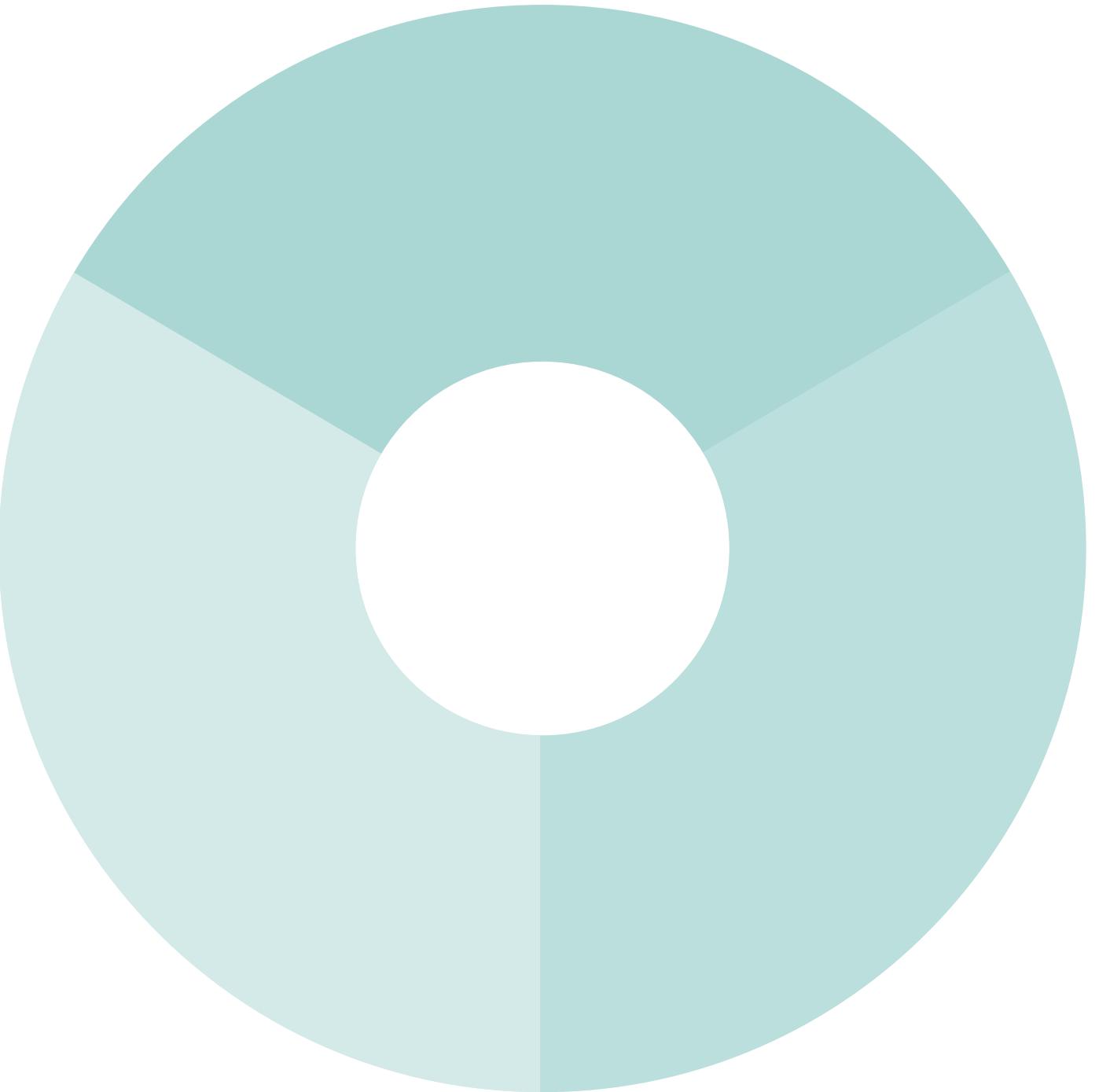


# Weakness

- Video tutorial is not present
- Not good for people who don't speak hindi
- Frequent Ads while using this app
- Limited Recipes



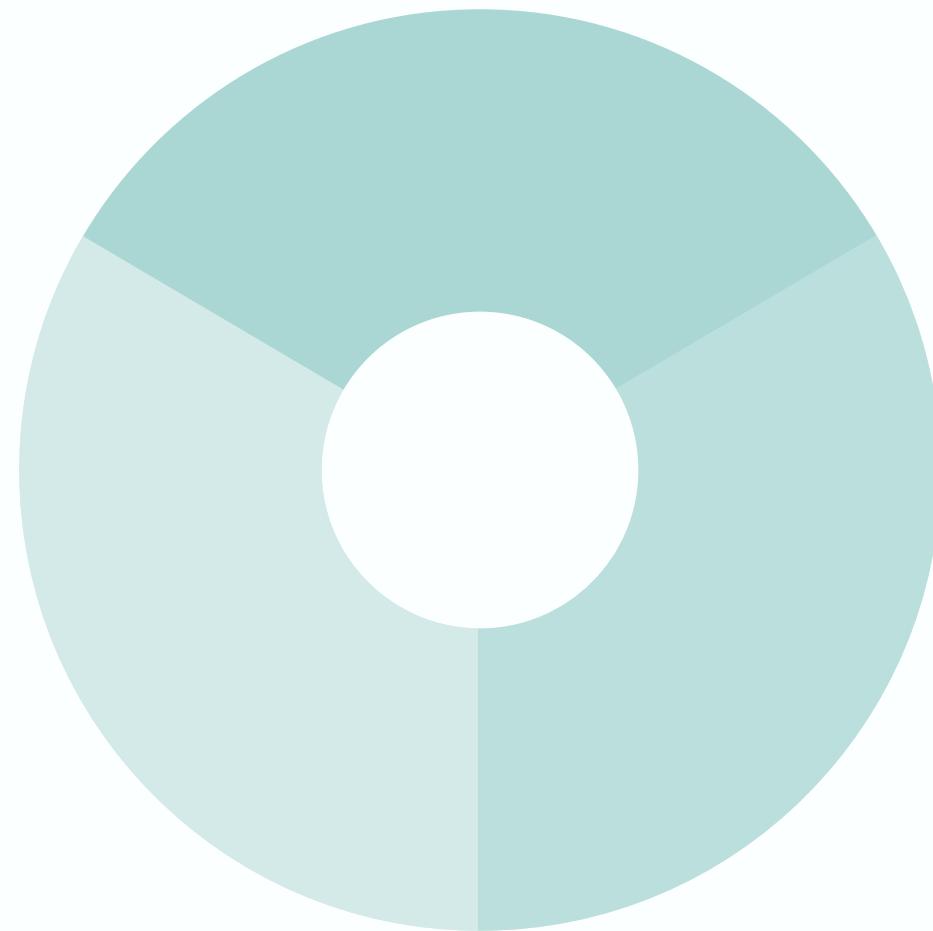
# User Survey



# Questionnaire

- Which age group do you belong ?
- What is your gender ?
- What is your profession ?
- Do you use a smartphone ?
- How often do you cook at home ?
- How much time do you spend on preparing meal ?
- What challenges do you face in cooking ?
- What type of recipes do you prefer ?
- How do you learn new recipes ?
- What kind of kitchenware do you have ?
- Would you prefer recipes in your regional language?
- Do you follow any specific diet plan?
- How important is nutritional information in a recipe?
- How do you prefer to search for recipes?
- How would you prefer the instructions for recipes to be presented?
- How important is app design and navigation for you?
- How often do you expect to use this app?
- What layout style do you prefer in a mobile app?
- What type of navigation do you find most user-friendly?

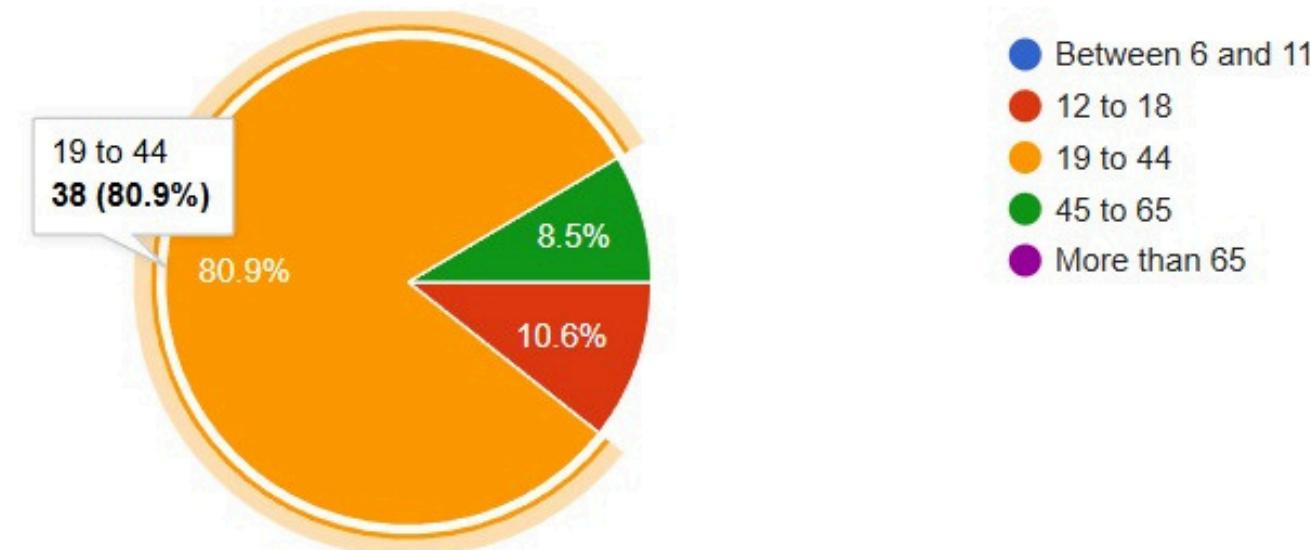
# Survey Results



# Key Takeaways

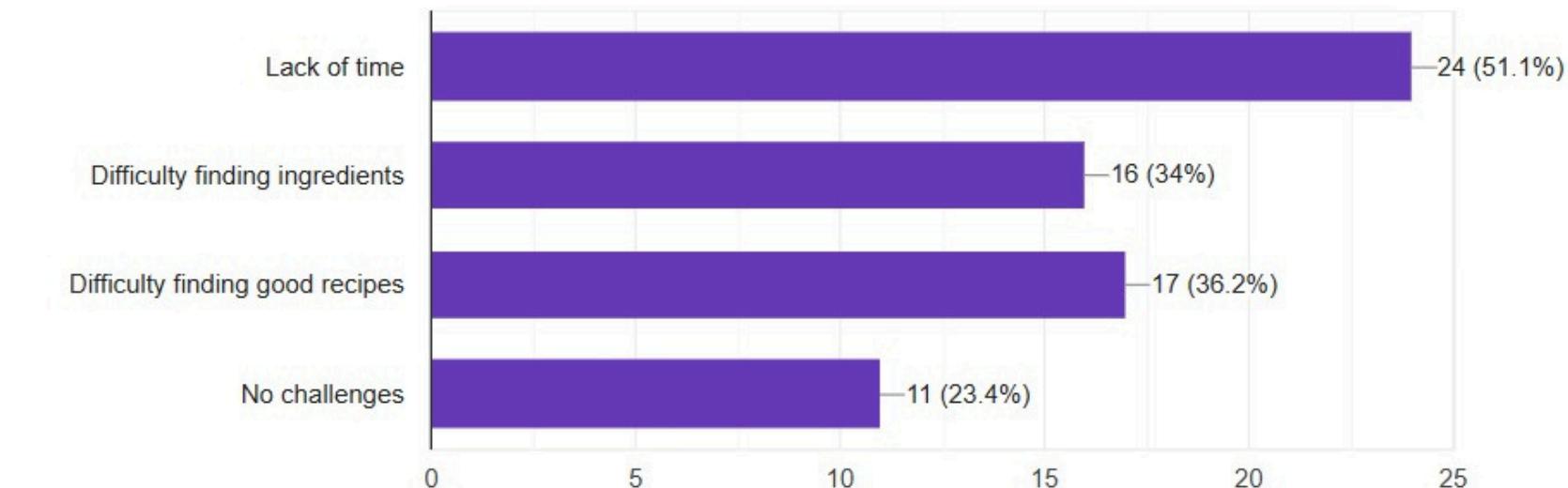
Which age group do you belong ?

47 responses



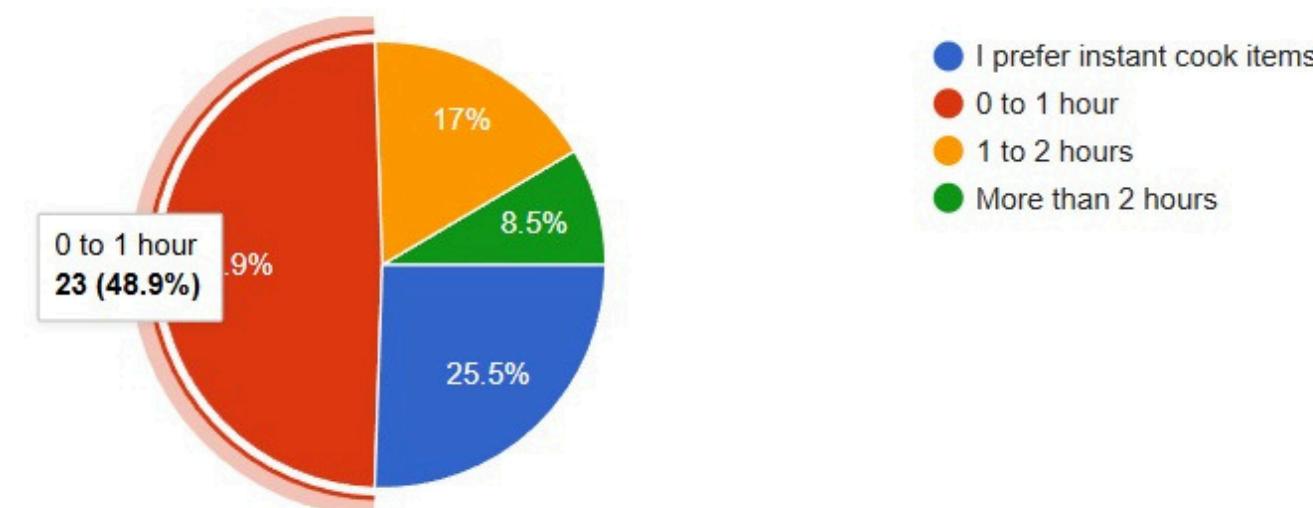
What challenges do you face in cooking ?

47 responses



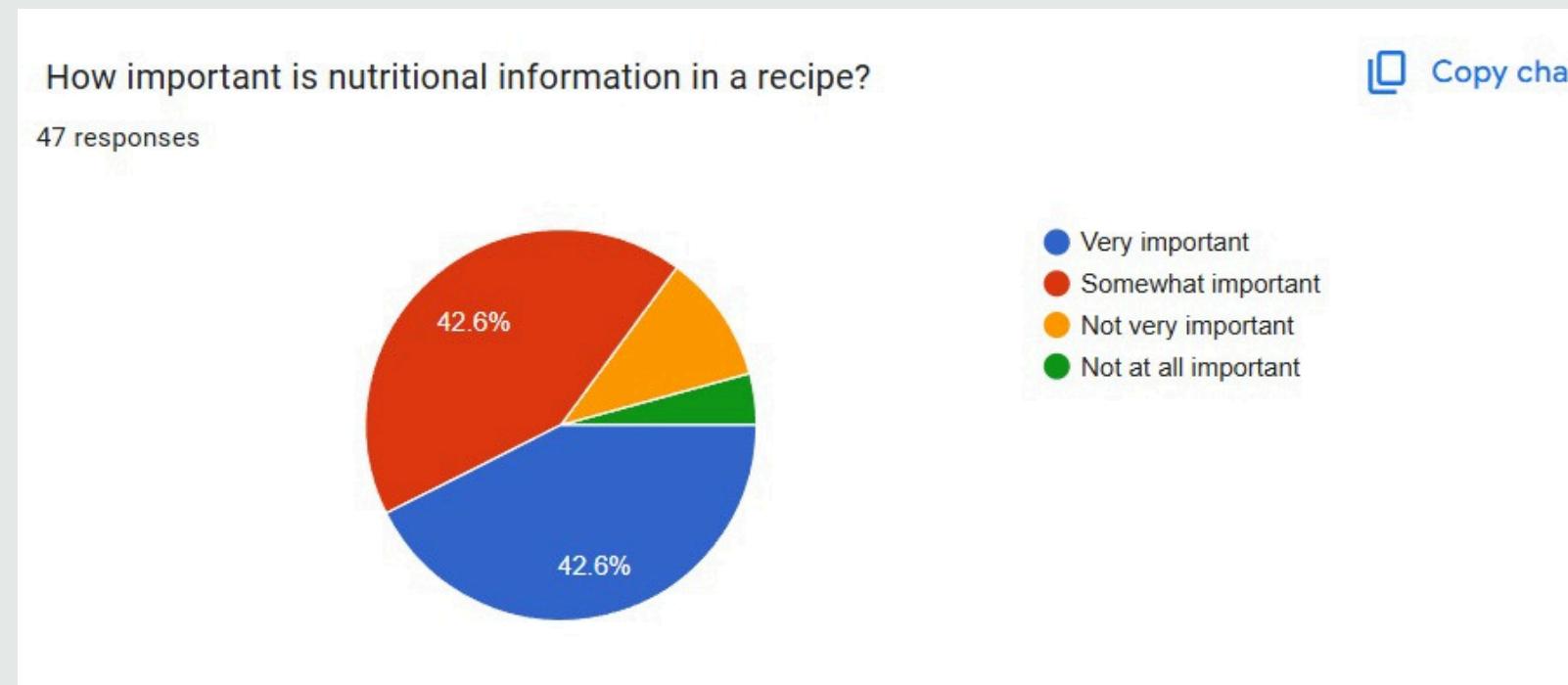
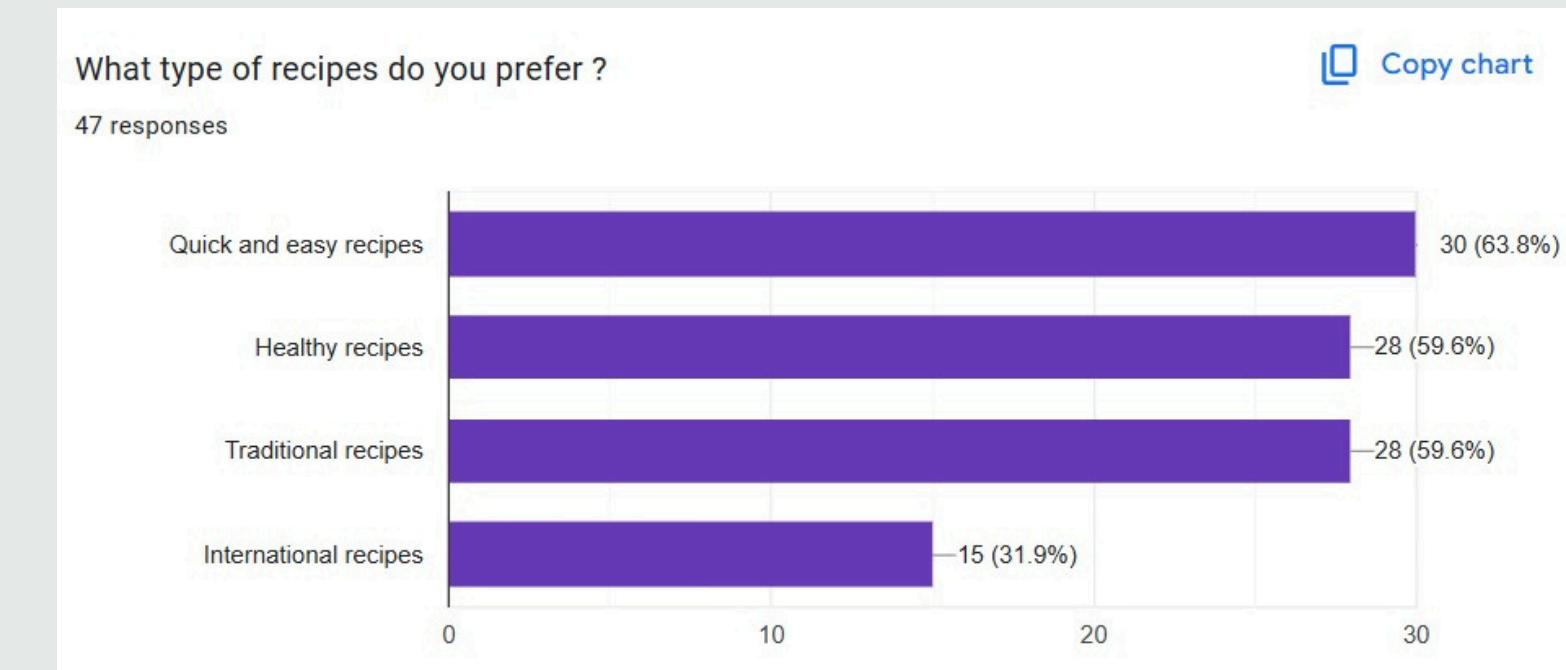
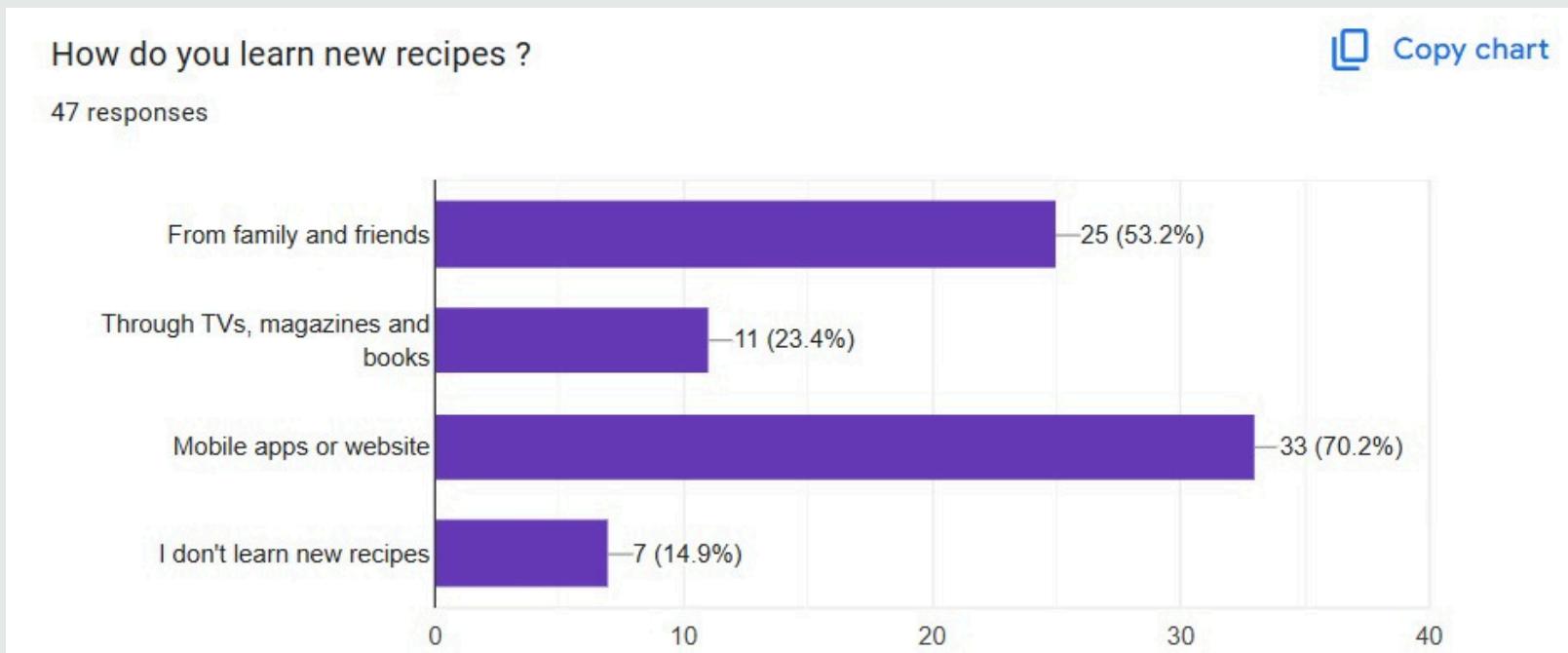
How much time do you spend on preparing meal ?

47 responses



- The majority of our respondents are students or working professionals aged 18 to 44 who use smartphones. Due to their hectic schedules, they prefer recipes that can be made in under an hour. The most significant challenge they face while preparing meals is a lack of time.

# Key Takeaways



- Nearly 70% of our respondents learn recipes from websites or apps, showing a strong preference for digital mediums.
- For nearly 85% of respondents, nutritional values of food are somewhat important.

# Problem Statement

- Young adults (aged 18–25) need a recipe discovery app that is **quick, reliable, and visually engaging**. They face challenges like limited time, basic kitchen tools, and the need for easy-to-follow vegetarian recipes. The app should offer **clear meal-type categories, video tutorials, and nutritional insights**, helping them make healthy food choices efficiently.
- It must be simple to use, personalized to dietary preferences, and designed with a **clean, minimalistic UI** that fits their fast-paced lifestyle and strong preference for digital platforms.

# User Persona



Komal Joshi

Age: 28

Profession: Software Developer

- Career-oriented professional who cooks occasionally.
- Values efficiency and limits meal prep to an hour.
- Kitchen equipped with a microwave, grinder, and gas stove.

## App Design Preferences

- Prefers a visually appealing, swipe-friendly, and intuitive design.
- Uses the app a few times a week.

## Challenges

- Struggles to find recipes that fit within her limited meal preparation window.
- Faces challenges in sourcing trustworthy, easy-to-make recipes that align with her dietary preferences.

## Needs

- Prefers quick, healthy, and easy-to-make recipes.
- Struggles with limited time and finding reliable recipes.

## Motivations

- Follows a vegetarian diet.
- Searches recipes by ingredients or dish type.
- Prefers video tutorials and visually rich instructions for clarity.

# Empathy Mapping

- Values efficiency in both work and cooking.
- Considers recipes as essential to maintaining a healthy lifestyle.
- Believes reliable and quick recipes can solve her time challenges.

- Actively searches for recipes by ingredients or dish type using mobile apps and websites.
- Utilizes video tutorials and visually rich instructions for clarity.
- Uses the app a few times a week for new recipe ideas.

Thinks	Does
Feels	Says
<ul style="list-style-type: none"><li>• Frustrated by the lack of time and difficulty in finding dependable recipes.</li><li>• Excited by user-friendly, visually appealing app designs.</li><li>• Stressed by balancing her demanding career with personal interests.</li></ul>	<ul style="list-style-type: none"><li>• "I need quick, healthy, and easy-to-make recipes."</li><li>• "It's hard to find reliable recipes that fit my busy schedule."</li><li>• "I prefer an app that's intuitive and visually engaging."</li></ul>

# User Persona



- Tech-savvy student with a busy schedule, leaving little time for cooking.
- Prefers quick, easy-to-prepare meals and often opts for instant food.
- Spends less than an hour in the kitchen using basic appliances like a microwave, grinder, toaster, and gas stove.

## App Design Preferences

- Clean and simple interface.
- Easy access to main sections.
- Fast and intuitive interactions.
- Use images and videos for guidance.

## Challenges

- Limited time for cooking.
- Finding reliable, tasty recipes.
- Cooking with limited appliances.
- Adjust recipes to include egg dishes if needed

Aditya

Age: 20

Occupation: Student

## Needs

- Fast recipes using basic appliances.
- Steps with images and videos.
- Option to filter egg-based dishes.
- Minimalistic interface with clear navigation.

## Motivations

- Save time with quick recipes.
- Eat healthily with global choices.
- Use tech for fast recipe discovery.

# Empathy Mapping

<ul style="list-style-type: none"><li>Believes recipes should be quick, healthy, and international.</li><li>Considers that a minimalistic app design will save time and effort.</li><li>Values having the option to filter or customize recipes, especially for egg-based dishes.</li></ul>	<p><b>Thinks</b></p> <hr/>	<ul style="list-style-type: none"><li>Actively uses mobile apps and websites for recipe inspiration.</li><li>Searches recipes by dish type, like breakfast or lunch.</li><li>Spends less than an hour in the kitchen and often opts for instant food.</li></ul>
<ul style="list-style-type: none"><li>Frustrated by the lack of time to prepare meals.</li><li>Overwhelmed by complex recipes that don't fit his busy schedule.</li><li>Satisfied when a recipe is simple and effective.</li></ul>	<p><b>Feels</b></p> <hr/>	<ul style="list-style-type: none"><li>"I need quick, easy-to-prepare meals."</li><li>"A simple, minimalistic design with clear navigation is a must."</li><li>"Filtering for egg-based recipes would be really helpful."</li></ul>



**Kitchenmate** is a recipe app crafted to simplify your meal planning and cooking experience. Its user-friendly interface lets you effortlessly [explore recipes for breakfast, lunch, dinner, and a variety of cuisines](#), ensuring there's always something delicious to prepare. With an [integrated calendar](#) for managing your recipes and meal plans, Kitchenmate helps you organize your culinary journey, making it easier than ever to keep track of your cooking schedule. Whether you're looking to discover new dishes or streamline your daily meal preparation, Kitchenmate is your go-to companion for a delightful and stress-free kitchen experience.

# Mood Board



# Mood Board

## Typography

Poppins

Poppins

POPPINS

Poppins

#566A4F

#ECC856

#EBD6B8

#FAF3AB

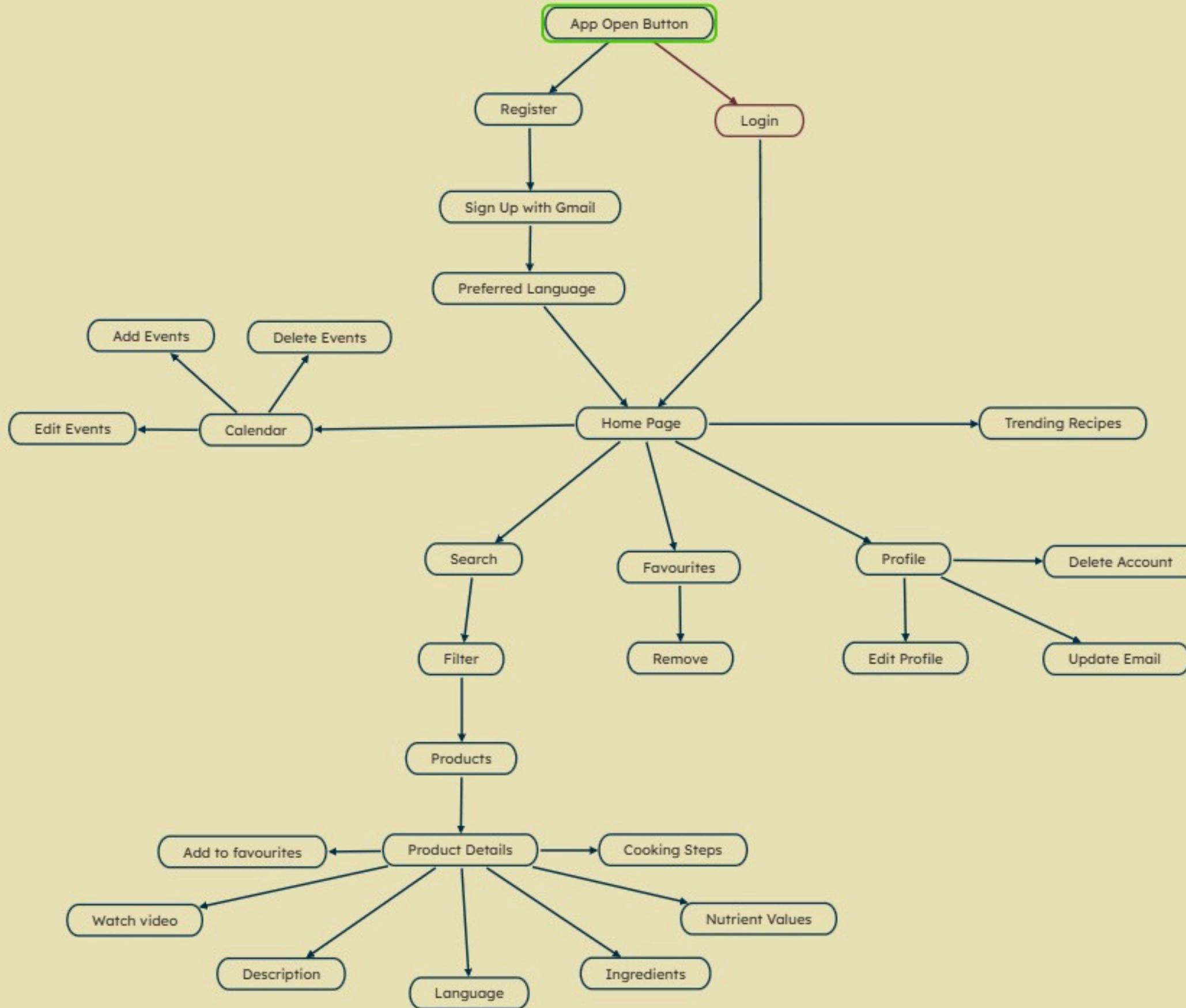
#FFFFFF

#000000

# User Journey



# Information Architecture



# **Low Fidelity Wireframes**



Please Write Your Preferred Languages

Eg. English

Next

Skip

Image

Scan your food with our camera

We'll Identify an recipe for you!

Next

Skip

Image

Request recipes you want to see

We'll make sure you'll get a chance to recreate your favorite dish!

Next

Skip

Image

Plan your meals effortlessly.

We'll help you schedule and recreate your favorite recipes!

Next

Hi User

Full Name: John Doe

Email: example@example.com

Mobile Number: +123 456 789

Date Of Birth: DD / MM / YYYY

Edit Profile

Delete Account

Chose From Gallery

Take A Photo

Login

Email: example@example.com

Password: \*\*\*\*\*

Log In

Sign Up

Forgot Password?

or sign up with:

Sign Up

Login

Email: example@example.com

Password: \*\*\*\*\*

Log In

Sign Up

Forgot Password?

or sign up with:

Sign Up

Sign Up

Full Name: John Doe

Email: example@example.com

Mobile Number: +123 456 789

Date Of Birth: DD / MM / YYYY

Confirm Password: \*\*\*\*\*

Sign Up

By continuing, you agree to Terms of Use and Privacy Policy.

Sign Up

Hi User

Full Name: John Doe

Email: example@example.com

Mobile Number: +123 456 789

Date Of Birth: DD / MM / YYYY

Edit Profile

Delete Account

Verify Your Number

Resend New Code

1 2 3  
4 5 6  
7 8 9  
0

Edit Profile

Full Name: John Doe

Date Of Birth: DD / MM / YYYY

Save Changes

Cancel Changes

Change Email

New Email: exmaple@newmeial.com

Verify Email

Save Changes

Change Password

New Password: yt1ghwbd

Confirm Password: uh32hdjn

Save Changes

Change Number

New Number: 1234547890

Verify Number

Hi User

Full Name: John Doe

Email: example@example.com

Mobile Number: +123 456 789

Date Of Birth: DD / MM / YYYY

Changes Saved

Quisque malesuada.

Delete Account

Plan Your Day

October

Sun Mon Tue Wed Thu Fri Sat

Recipes

+

Item Name

Item Name

Watch Video

Item Details

Item ipsum dolor sit amet premium cras id dul pelentesque ornare. Quisque malesuada.

Ingredients

- Lorem Ipsum
- Dolor Sir Amet
- Premium Cras
- Id Dui
- Malesada

Video

Nutrition

Play

Item Name

Instructions

1. Lorem Ipsum Dolorem Sit Amet Premium Cras id Dul Pelentesque Ornare. Quisque Malesuada.
2. Lorem Ipsum Dolorem Sit Amet Premium Cras id Dul Pelentesque Ornare. Quisque Malesuada.
3. Lorem Ipsum Dolorem Sit Amet Premium Cras id Dul Pelentesque Ornare. Quisque Malesuada.

Recently Created

Item 1 Details

Item 2 Details

By Cuisines

See All

Top Picks

Item 1 Details

Item 2 Details

Recently Created

Item 1 Details

Item 2 Details

By Cuisines

See All

Trending

Search

Filter

Filter By

Diet

Veg

Vegan

Non - Veg

Calorie

Less Than 1000

1000 - 2000

More Than 2000

Cooking Time

Apply

Discard

# **High Fidelity Wireframes**

# High Fidelity Wireframes

A wireframe for a mobile login screen titled "Login". It includes fields for "Email" (example@gmail.com) and "Password" (represented by a redacted bar). Below these are two buttons: "Log In" and "Sign Up". A "Forgot Password?" link is at the bottom left, and social media sign-in options (Instagram, Facebook, WhatsApp, Google) are at the bottom right. A note at the bottom says "Don't have an account? Sign Up".A wireframe for a mobile sign-up screen titled "Sign Up". It includes fields for "Full Name" (Jeet Patel), "Email" (example@gmail.com), "Mobile Number" (+91 123456789), "Date Of Birth" (DD / MM / YYYY), "Password" (redacted bar), "Confirm Password" (redacted bar), and "Terms of Use and Privacy Policy" (link). Below these are "Sign Up" and "Log In" buttons. A note at the bottom says "Already have an account? Log In".

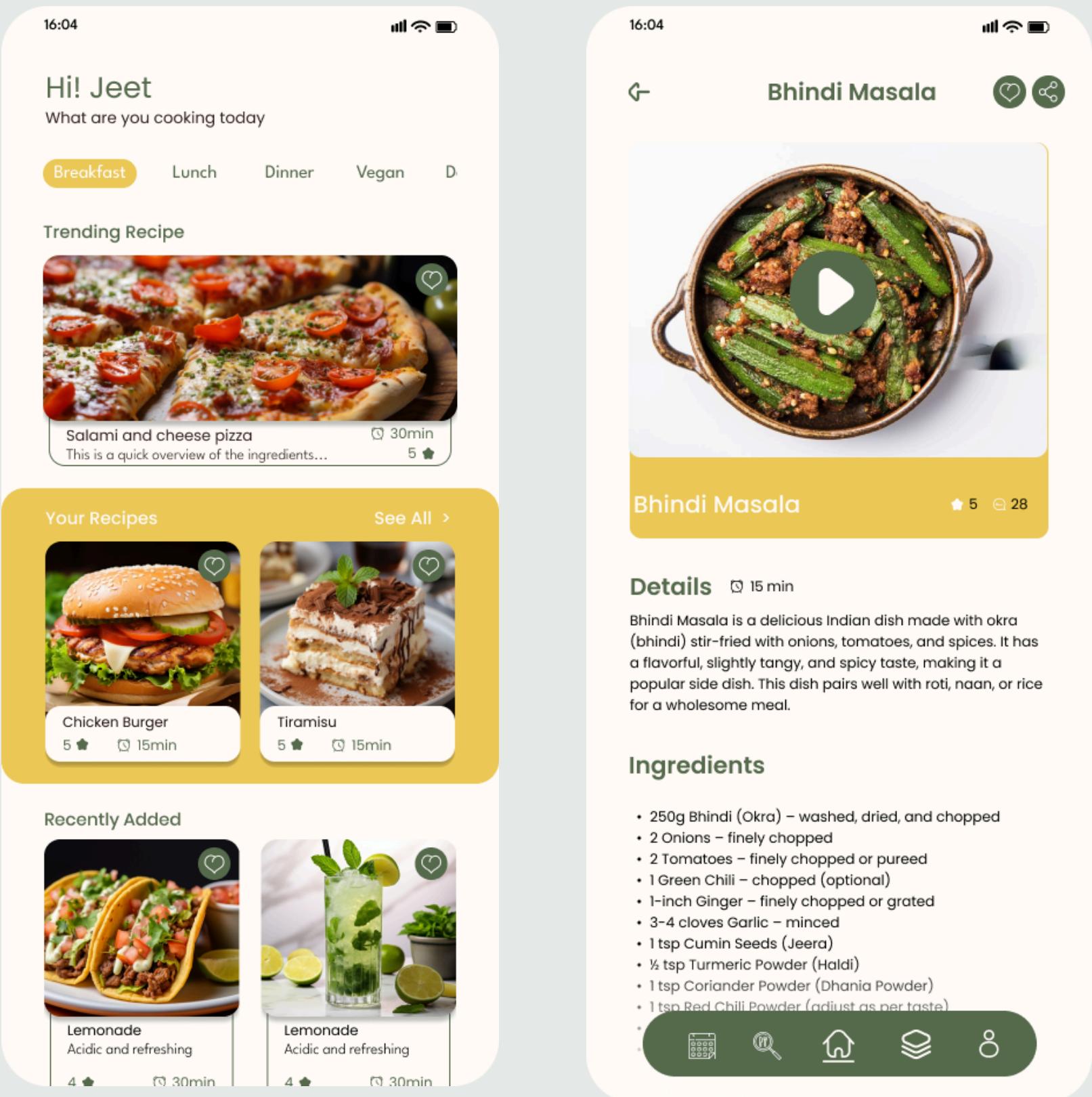
## Splash Screen:

Symbolizes a service that aims to be a **helpful and reliable companion** in the kitchen

## Sign-In/Login:

Choose from Instagram, Facebook, Whatsapp, or Google account for **easy sign-in**. Existing users can conveniently log in with their username and password.

# High Fidelity Wireframes



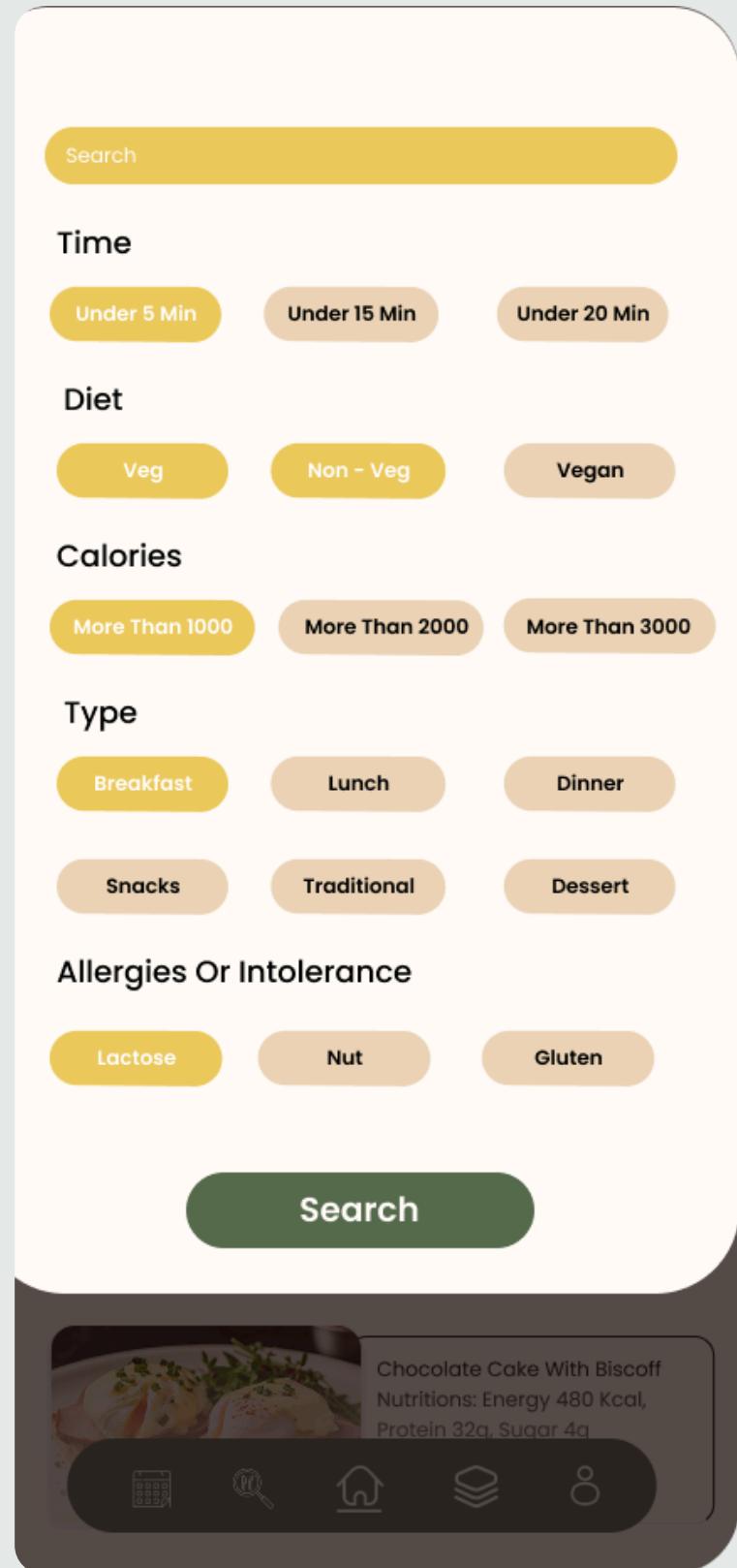
## Home Screen:

Allowing users to explore **trending recipes**, Liked recipes, recently added recipes, and quickly search for recipes by category, such as **Breakfast, Lunch, Dinner, Vegan and Drinks**.

## Recipe Page:

Users can view detailed **nutritional information**, **cooking time**, like recipes, read and write reviews, watch **video tutorials**, and follow step-by-step instructions to prepare the dish.

# High Fidelity Wireframes



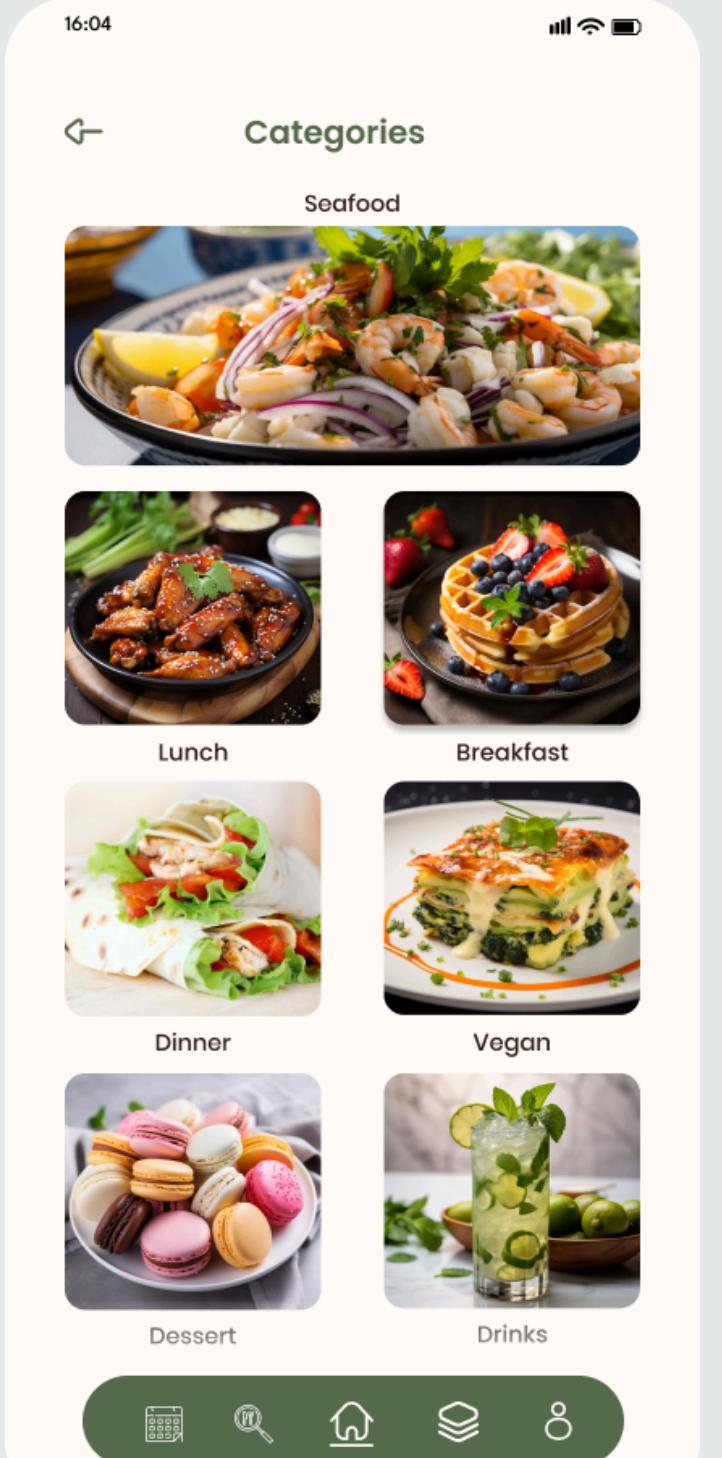
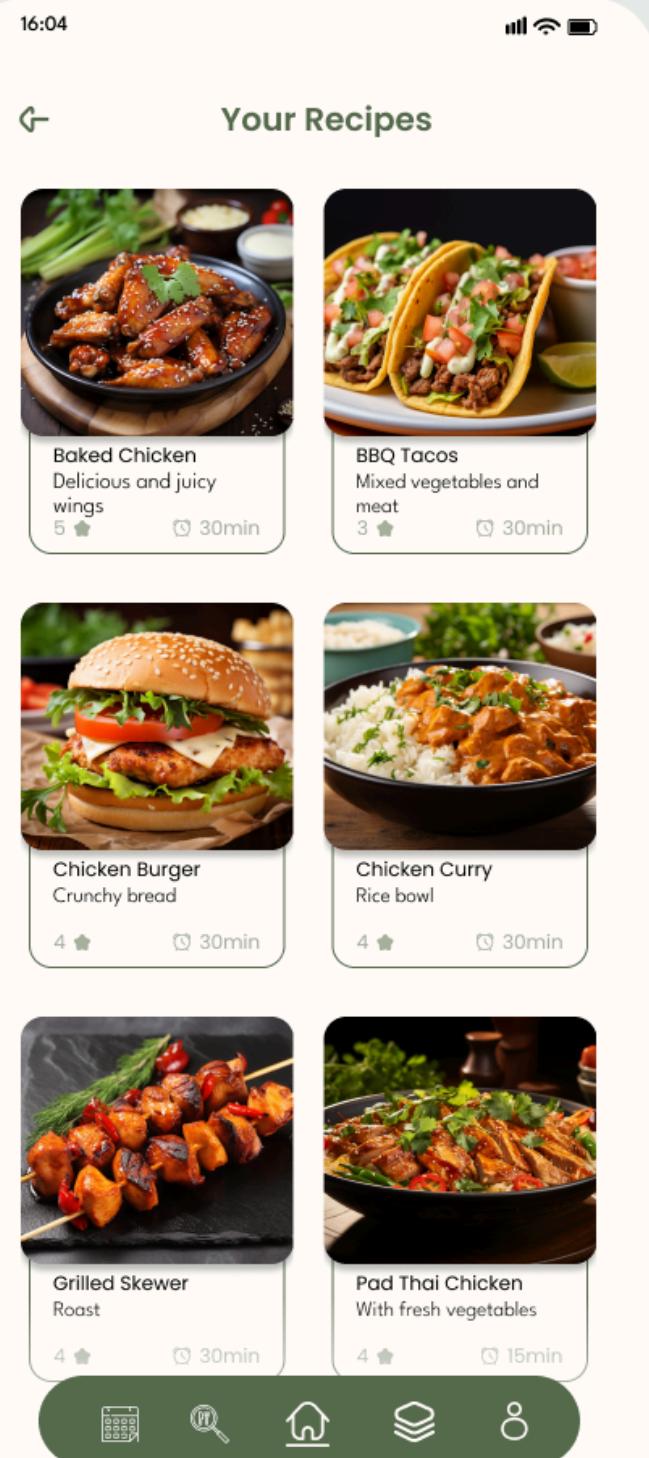
## Filter Page:

The filter feature on the search page allows users to refine their recipe search based on **specific preferences, including cooking time, calories, meal type, diet type, and cuisine**. These filters help users quickly find recipes that match their needs and preferences.

## Search Page:

User can search for recipes, and view results **displaying nutritional values and cooking time**. Clicking on a recipe redirects them to the detailed recipe page.

# High Fidelity Wireframes



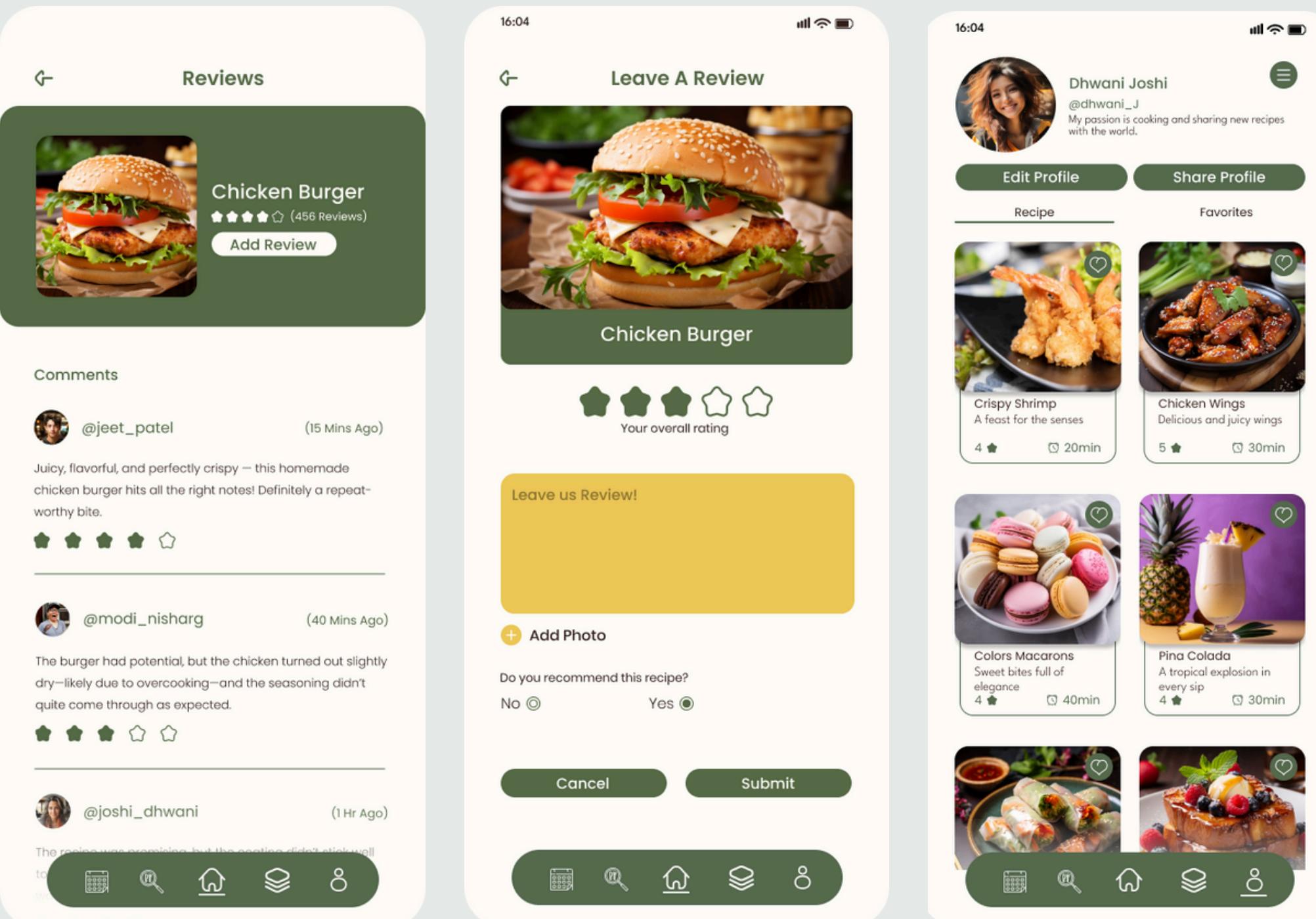
## Your Recipes Page:

The "Your Recipes" page in KitchenMate allows users to save their **favourite or bookmarked recipes** for easy access, making it convenient to revisit and try them later.

## Categories Page:

The Categories Page in KitchenMate allows users to browse recipes based on different meal types, including **Drinks, Desserts, Seafood, Lunch, Dinner, and Breakfast** and further user can find desired recipe in the cuisine provided.

# High Fidelity Wireframes



## Reviews Page:

The Reviews Page in KitchenMate allows users to read reviews from other people about different recipes, helping them decide which recipes to try based on [community feedback](#).

## Leave a Review Page:

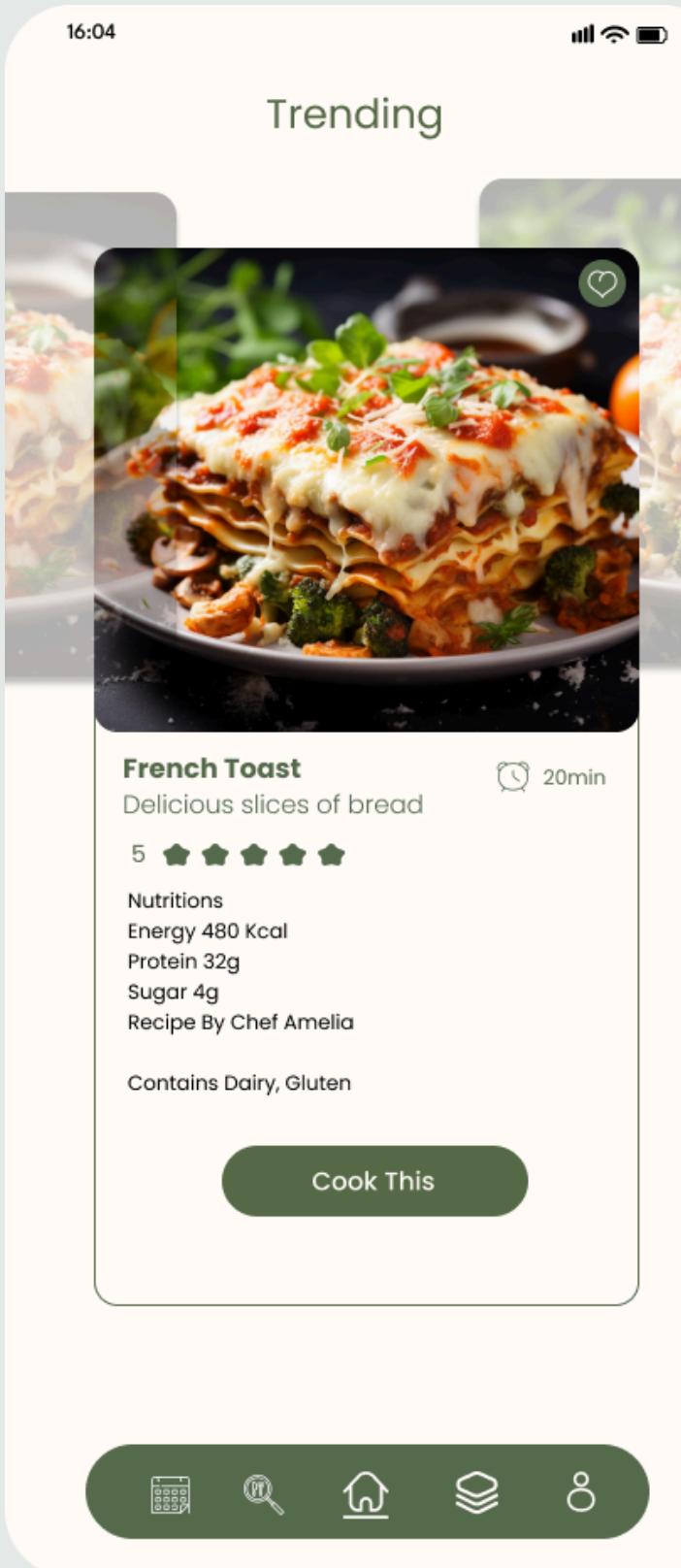
The Leave a Review Page in KitchenMate allows users to [write and submit reviews](#) for recipes, sharing their feedback and experiences with the community.

## Profile page:

The Profile Page in KitchenMate allows users to view and manage their personal information, view [cooking history](#), and [customize dietary preferences](#) for a more personalized cooking experience.

# Highlights

# New Features



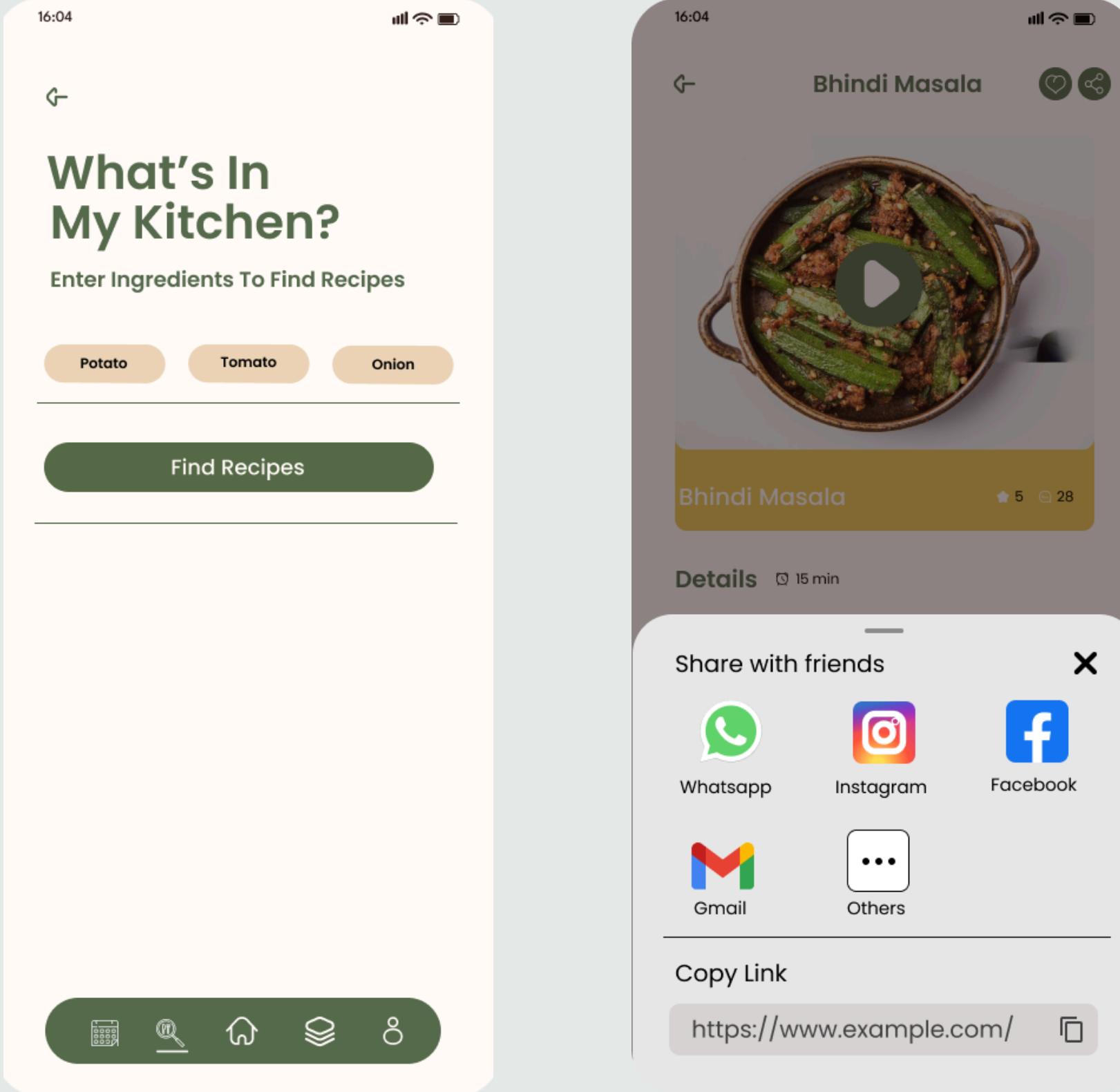
## Trending Page:

The Trending Page in KitchenMate displays recipes that are liked by most users. It helps users **discover popular and highly-rated recipes** based on community preferences.

## Calendar Screen:

Users can view the recipes they have **planned for the day, mark them as done after cooking, add new recipes to specific days, and remove recipes if they change their plans.**

# New Features



## What's in my Kitchen Page:

This screen helps users discover recipes based on the **ingredients they already have at home**, making it convenient for busy individuals to cook without needing a store run.

## Share Recipe Page:

This screen allows users to easily **share a recipe with their friends and family** across multiple platforms. It enhances social engagement and helps users spread the word about tasty dishes they've tried or discovered. User can also share their profile.

**Thank you  
very much!**